

## Live music recordings

In 2004, Clear Channel acquired a key patent in the process of producing Instant Live recordings, in which a live performance is recorded directly from the sound engineer's console during the show, and then rapidly burned on CD so that audience members can buy copies of the show as they are leaving the venue. This had been intended to provide additional revenue to the artist, venue, and promoter, as well as stifle the demand for unauthorized bootleg concert recordings made by audience members. However, some media critics, as well as smaller business rivals, believed that Clear Channel is using the patent (on the process of adding cues to the beginning and ending of tracks *during recording*, so that the concert is not burned as a single enormous track) to drive competitors out of business or force them to pay licensing fees, even if they do not use precisely the same process. The patent was transferred to Live Nation when Clear Channel Entertainment was spun off, but the patent was revoked on March 13, 2007,<sup>[31]</sup> after it was found that this patent infringed on a prior patent granted for Telex.

## Indecency zero tolerance

During the nationwide crackdown on indecent material following the 2004 Super Bowl, Clear Channel launched a "self-policing" effort, and declared that there would be no "indecent" material allowed on the air.<sup>[27]</sup> This led to the company's dismissal of several of their own employees, including popular and high-profile hosts in a number of cities. Free-speech advocates cried foul. During this same period, Howard Stern was dropped from six Clear Channel owned stations in Florida, California, Pennsylvania, New York and Kentucky. By mid-year, rival Viacom (through radio division Infinity Broadcasting) brought Stern's show back to those six markets. In June, 2004, Viacom/Infinity Broadcasting Inc./One Twelve Inc. filed a \$10 million lawsuit against Clear Channel for breaking of contracts and non-payment of licensing fees due to the dropping of Stern's show. (Viacom was Howard Stern's employer at the time, though he has since moved to Sirius Satellite Radio). The following July, Clear Channel filed a countersuit of \$3 million.<sup>[32]</sup>

## Concerts

In the early 2000s, Clear Channel settled a lawsuit with a Denver, Colorado concert promoter, Nobody In Particular Presents (NIPP).<sup>[27]</sup> In the lawsuit, NIPP alleged that Clear Channel halted airplay on its local stations for (NIPP) clients, and that Clear Channel would not allow NIPP to publicize its concerts on the air. The lawsuit was settled in 2004 when Clear Channel agreed to pay NIPP a confidential sum.

## Reluctance to produce local programming

Clear Channel uses the Prophet Nex-Gen automation system throughout their properties. Like most contemporary automation systems, Nex-Gen allows a DJ from anywhere in the country to sound as if he or she is broadcasting from anywhere else in the country, on any other station.<sup>[33]</sup> A technological outgrowth of earlier, tape-based automation systems dating back to the 1960s, this method — known as voice-tracking — allows for smaller market stations to be partially or completely staffed by "cyber-jocks" who may never have visited the town from which they are broadcasting. This practice may also result in local on-air positions being reduced or eliminated. It has been stated the Clear Channel maintains a majority of its staff in hourly-paid, part-time positions. Not all radio stations use Prophet; there are other systems available for broadcasters, especially when satellite-based programming is used.

## Lack of local staff during emergency

*Main article: Minot Train Derailment*

Clear Channel was criticized for a situation that occurred in Minot, North Dakota on the morning of January 18, 2002. At around 2:30 a.m., a Canadian Pacific Railway train derailed and leaked 240,000 US gallons (910,000 L) of toxic anhydrous ammonia, releasing a cloud of caustic, poisonous gas over the city.<sup>[34]</sup> At the time, Clear Channel owned all six commercial radio stations out of nine in the Minot area. City officials attempted to contact the local Clear Channel

# Voice-tracking

From Wikipedia, the free encyclopedia

**Voice tracking**, also called **cyber jocking** and referred to sometimes colloquially as a **robojock**, is a technique employed by some radio stations to produce the illusion of a live disc jockey or announcer sitting in the studios of the station when one is not actually present.

## Contents

- 1 Background
- 2 Variations
- 3 Formatics
- 4 Controversy

## Background

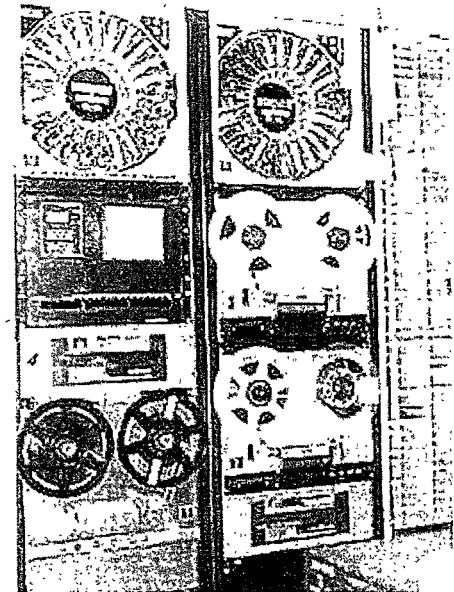
Strictly speaking, "voice tracking" refers to the process of a disc jockey prerecording his or her on-air "patter." It is then combined with songs, commercials, and other elements in order to produce a product that sounds like an ordinary live air shift.

The process goes back decades and was very common on FM stations in the 1970s. At the time, elements were recorded on reel-to-reel tapes and cartridges and played by specialized equipment. It has become more controversial recently as computer technology permits the process to be more flexible and cheaper, allowing for fewer station employees and an effective illusion of live, local programming.

Most contemporary radio automation systems at music stations effectively function as high-tech jukeboxes. Pieces of audio are digitized as computer files and saved on one or more hard drives. Station personnel create "program logs" which list exactly what is supposed to be on the air and in what order. The computer follows the instructions set out in the logs.

## Variations

In some cases, voice tracking is done in order to give station employees the flexibility to carry out other responsibilities. For example, a DJ may also have managerial duties as a program director or general manager. Voice tracking allows that person to record a three-hour air shift in under a half-hour, freeing him or her up to do office work. Alternatively, a popular live weekday morning host can record voice tracks for a Saturday show, allowing him or her to be on the air six days a week without actually spending extra time at the station. This can also be used if a DJ is ill, has jury service, a bereavement or has to cover an event as a journalist. This is also helpful during holidays like Christmas and Easter, when station employees are off to spend time with their families.



An old-fashioned automation system capable of voice tracking.

Contemporary systems are entirely

Companies that house more than one station can use the technique to stretch out their air staff. For example, the live midday disc jockey on a country station can then record voice tracks for the overnight shift of the sister rock station (often using a different name).

Undoubtedly, the most notorious form of voice tracking involves using out-of-market talent. In this form, the station contracts with a disc jockey in another city (often employed by the same corporation, but sometimes as a freelancer). The outsider will add local color using information provided by the station and news stories gleaned from newspapers available on the Internet. The recorded voice tracks are then sent to the station by shipping tapes, e-mailing the file as audio attachments, FTP, or dedicated networks. DJs of this style often make a point of trying to sound as local as possible, falsely claiming to have visited a local landmark or attended a station promotional event.

One motivation is to provide smaller-market radio stations with a polished, "big-city" sound. Using experienced professional disc jockeys can avoid mistakes often made by younger or less-experienced talent.

In all cases, DJs will consult the predetermined playlist on the program log so they can refer to the songs they will be "playing" on-air. It is critical that each voice track is properly labelled within the computer so it will play at the appropriate time. Otherwise, the DJ will be heard introducing the wrong songs.

Some "cyber jocks" provide voice tracking services for several different stations (and in several formats), sometimes located hundreds of miles away from each other.

Some voice tracking technology is so advanced that the end of one song and the beginning of another can be previewed by the DJ recording the voice tracks, making the recording of the voice actually live, though it is played back at a later time.

Depending on how the system is set up, a cyber jock may be able to plug the sound directly into the station's automation system remotely, meaning the local staff doesn't have to do anything at all (other than shipping local information and logs to the disc jockey).

When it is done correctly, the average listener (and even many professionals) cannot tell the difference. Time checks can even be added which can make the broadcast sound absolutely live. When it is done incorrectly, or an error occurs, it can be startling.

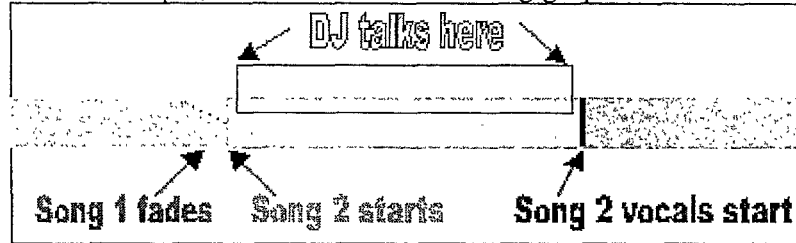
## Formatics

Different radio stations want their DJs to speak only at certain times, so cyber jocks have to be made aware of each station's rules. What follows is an example.

At example station ZZZZ, the DJs have to follow certain rules. These are called **formatics**. Armed with the knowledge of these rules, and with the station's music log, the cyber jock can recreate what the finished program should sound like.

- DJs have to backsell (or give the title and artist of a song played previously) three songs before playing the commercials at 22 minutes past the hour.
- DJs have to read or play a pre-recorded weather forecast at 44 minutes past the hour
- DJs have to play the station's legally required identification near the top of the hour
- DJs are allowed to speak only over the song's instrumental portion at the beginning. (As depicted in the example below)

As an example, consider at the following graphic. Picture it as a tape running through a player from left to right.



As song one begins to fade out the next song begins. In this case, the DJ does not start talking until the second song starts, and he stops at the point that the song's vocals start. This interval is called an **intro**, **ramp**, or **post**. This is the most common method. If the cyber jock knows the song that his voice will be played over, he knows how much time he has until he has to stop talking to avoid talking over the vocals of the song. If he times his speech correctly, he will do just that. DJs call this "Pegging the Post" or "hitting the post".

If the station employs other methods of doing this, the cyber jock should be familiar with them, and can alter his speech and timing to accommodate them. Cyber jocks can also listen to tapes of other people on the station to get an idea of the overall sound the station is working toward.

## Controversy

Voice-tracking is a hotly contested issue within radio circles. Many claim that the sense of locality is lost, especially when a station employs a disc jockey who has never set foot in that station's town. There is also concern about voice-tracking taking away job opportunities and providing fewer opportunities for disc jockeys just starting out to build their skills.

Still, supporters of voice tracking contend that a professional presentation on the air by an outsider is preferable to using a local DJ who is not very good. They claim listeners generally like the sound, usually can't tell that there is not a live disc jockey, and often couldn't care less about the issue even when told. This, however, is not always the case, especially in towns where names have unusual pronunciations; if an out-of-market disc jockey cannot pronounce the name of a fairly common town in the market, it is often a dead giveaway that the jockey is voice-tracked from out of market. Because of this, out-of-market DJs will often avoid making references to local information to avoid any possible faux pas.

Proponents also claim that the cost savings gleaned from judicious use of voice tracking can help keep a struggling station afloat. In those cases, they argue, the process is actually *saving* other jobs.

Since voice tracking is designed to work without human intervention, stations using the process may have no one in the building at all outside of business hours. However, a station manager can often log into the station's main computer system from home (or other remote location) in certain instances, such as if a song track is not working properly.

Another concern is how to alert the public in the event of emergencies. If a warning of some kind (tornadoes, hurricanes, acts of war, blizzards, etc.) is issued by public officials, how will the public be alerted? In these cases, there are other automated systems that can come into play. Emergency Alert System (EAS) equipment can be programmed to automatically break in to whatever is playing and deliver information to the listener, usually from the computer voice of NOAA Weather Radio All Hazards. If the EAS is not activated, then someone is usually responsible for getting the information to the station and on

air as soon as possible. Many voice-tracked stations call this arrangement an **on-call** policy. If the EAS is not activated, then it is usually not a life and death emergency, but may be a breaking news story (such as a major fire or traffic accident that listeners need to be aware of). Most voice tracked stations often loan local TV meteorologists, news anchors, and traffic reporters to help fill that void.

Retrieved from "<http://en.wikipedia.org/wiki/Voice-tracking>"

Categories: Radio | Radio terminology | DJing

---

- This page was last modified on 14 May 2011 at 20:02.
- Text is available under the Creative Commons Attribution-ShareAlike License; additional terms may apply. See Terms of Use for details. Wikipedia® is a registered trademark of the Wikimedia Foundation, Inc., a non-profit organization.



The Charlotte Observer

HEADLINE HERE.

The Charlotte Observer (Charlotte, NC ) | May 24, 2002

this is a refer

XXTODD SUMlin \_ staff photoFrom a console in Charlotte, rock music host Mr. Bill can do his afternoon show on WRFX-FM, plus handle the announcing for similar shows in Huntsville, Ala., and Jackson, Miss. By Staff Writer Mark Washburn photo courtesy of KRBB-FMVeteran broadcaster Lyman James records the afternoon drive-time shift on Charlotte's WLYT from a studio in Wichita, Kansas. He keeps current on Charlotte events by studying Web sites. RadioRadio`Ghosts' defy space, timebroadcastingThe voice of Charlotte... and Huntsville... and Jackson...Technology enables `ghost' hosts to work radio air shifts without regard to time, station's location Charlotte radio personality Mr. Bill does his afternoon show on WRFX-FM (The Fox, 99.7), then does an afternoon show on WTAK-FM in Huntsville, Ala., then does the night show on WSTZ-FM in Jackson, Miss.

For someone who never leaves the sleek studios of Clear Channel Radio off Billy Graham Parkway in Charlotte, he really gets around.

So does Phil Harris, who does a midday shift on Charlotte's WLYT-FM (Lite 102.9), then does afternoon drive time on WLTY-FM in Columbia. Or Chuck Boozer, who does the evening show on Charlotte's WWMG (Magic, 96.1 FM), then the midday show on WXQW-FM in Huntsville.

Technology now makes it possible \_ and financially advantageous for stations \_ for one ...



**Read the full-text version of this article when you log into AccessMyLibrary**

This material is published under license from the publisher through the Gale Group, Farmington Hills, Michigan. All inquiries regarding rights should be directed to the Gale Group.

©2011 Gale, a part of Cengage Learning. All rights reserved. [www.accessmylibrary.com](http://www.accessmylibrary.com)

The AccessMyLibrary advertising network includes: [www.accessmylibrary.com](http://www.accessmylibrary.com)

## **APPENDIX IV**

### **CLEAR CHANNEL LAYOFFS**

**Brenda T. Chapman**

---

**From:** Saul Levine [105@mountwilsoninc.com]  
**Sent:** Saturday, March 31, 2012 2:22 PM  
**To:** Robert B. Jacobi  
**Cc:** Ed Ryan  
**Subject:** Fwd: LARadio - Clear Channel Traffic Layoffs + KFI addition

----- Forwarded message -----

**From:** Don Barrett <db@thevine.net>  
**Date:** Fri, Mar 30, 2012 at 11:45 AM  
**Subject:** LARadio - Clear Channel Traffic Layoffs + KFI addition  
**To:** saullevine <105@mountwilsoninc.com>

## Clear Channel Traffic Layoffs + KFI Addition

**(March 30, 2012 - 11:35 a.m.)** Clear Channel traffic/news reporters were braced for a bloody morning after Total Traffic/LA head **Don Bastida** was let go yesterday. We have heard that **Randy Fuller**, **Dominic Garcia** in traffic and **Steve Boehm** and **Richard Santiago** in news have exited the Clear Channel facility.

Being added to KFI is **Mo Kelly**, most recently the daily host/producer of Diverse LA on KTLK for the past three weeks. Mo will appear on KFI Saturday nights from 6 p.m. to 8 p.m.

[Click here](#) to unsubscribe from future mailings.



An important  
message  
from:  
The Journal

The Wall Street Journal is phasing out support of the Internet Explorer 6 (IE6) browser.  
Please upgrade your browser now to enjoy a better experience: [Why upgrade?](#)

Internet Explorer

Apple Safari

Google Chrome

Mozilla Firefox

☐ CLOSE

☐ Don't show  
me this  
message  
again

Dow Jones Reprints: this copy is for your personal, non-commercial use only. To order present on-ready copies for distribution to your colleagues, clients or customers, use the Order Reprints tool at the bottom of any article or visit [www.djreprints.com](http://www.djreprints.com)

See a sample reprint in PDF format.

Order a reprint of this article now

**THE WALL STREET JOURNAL.**

[WSJ.com](http://WSJ.com)

MEDIA & MARKETING JANUARY 17, 2009

## Clear Channel to Cut U.S. Work Force by 7%

BY SARAH MCBRIDE

Clear Channel Communications Inc. plans to lay off about 7% of its U.S. staff and replace more local shows with syndicated content, moves that could affect the broader radio and outdoor-advertising businesses for years to come.

Tuesday, Clear Channel will lay off about 1,500 employees, mostly in ad sales, and implement other cuts aimed at saving close to \$400 million, ...

Copyright 2011 Dow Jones & Company, Inc. All Rights Reserved

This copy is for your personal, non-commercial use only. Distribution and use of this material are governed by our Subscriber Agreement and by copyright law. For non-personal use or to order multiple copies, please contact Dow Jones Reprints at 1-800-843-0008 or visit [www.djreprints.com](http://www.djreprints.com)

## **APPENDIX V**

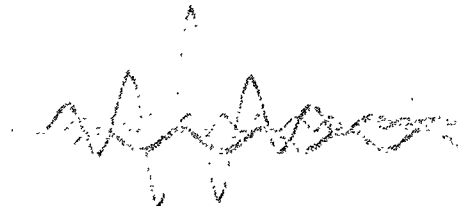
### **NAB KNOWLEDGE OF AND PROPONENT FOR FM/HD RADIO CHIPS/MOBILE DEVICES**

May 14, 2012



# The NAB Pulse

An Electronic Publication of the National Association of Broadcasters



## Radio in Mobile Phones Benefits Listeners

As discussed recently at a Capitol Hill roundtable, NAB continues to encourage mobile phone providers to offer broadcast radio as a feature for the benefit of their customers.

In fact, [new research](#) conducted by Harris Interactive on behalf of NAB shows that 81 percent of Americans not only want free, local radio as a feature, but would be willing to pay a small one-time fee to get it, citing its importance during emergencies.

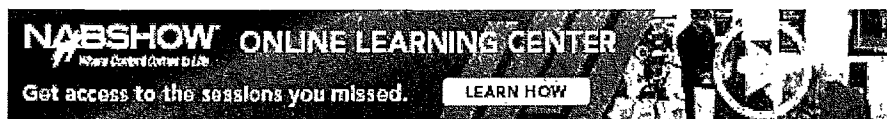
NAB has [resources](#) available for radio stations to educate their listeners about the benefits of radio-enabled mobile devices such as providing local news, entertainment and emergency lifeline information. By visiting [www.RadioRocksMyPhone.com](http://www.RadioRocksMyPhone.com), broadcasters can access:

- A variety of spots in :60 and :30 versions (in English and Spanish)  
\*Note: Airing spots on this issue will require stations to comply with certain regulations. [Click here](#) for more information.\*
- Scripts for stations that want to create spots with their own talent  
\*Note: Airing spots on this issue will require stations to comply with certain regulations. [Click here](#) for more information.\*
- Website banner ads that stations can use to promote [www.RadioRocksMyPhone.com](http://www.RadioRocksMyPhone.com) where listeners can learn more about the issue
- Consumer-focused message points
- A print ad gallery
- Research showing consumer desire to have radio-enabled mobile phones

The spots promote NAB's [key messages](#) and encourage listeners to seek out mobile phones with broadcast radio capability. As demonstrated during numerous national and international disasters, broadcasting is not only the most efficient medium – reaching thousands with a single transmission – but it's also the most dependable. Radio provides the most practical, efficient and cost-effective way to keep Americans safe and informed, especially in times of emergency.

Please contact NAB's Marketing department with any questions at (202) 429-5310.

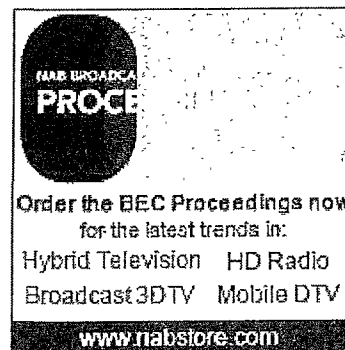
*\*Because this is an issue NAB has advocated before Congress, these spots may be considered "issue advocacy." Stations choosing to air the spots must comply with certain [regulations](#).*



The Pulse ©2012. [NAB](#).  
Editor: Courtney Doby; (202) 429-5357; Fax: (202) 429-5410; email: [cdoby@nab.org](mailto:cdoby@nab.org)

[Official NAB Privacy Policy](#)

© 2012 [National Association of Broadcasters](#) 1771 N Street, NW, Washington DC 20036



**Brenda T. Chapman**

**From:** Roy R. Russo  
**Sent:** Monday, May 14, 2012 3:21 PM  
**To:** BB Attorneys  
**Subject:** FW: May 14, 2012 - DISH's ad-skipping service draws barb from NBC exec

**From:** NAB SmartBrief [nab@smartbrief.com]  
**Sent:** Monday, May 14, 2012 2:57 PM  
**To:** Roy R. Russo  
**Subject:** May 14, 2012 - DISH's ad-skipping service draws barb from NBC exec

Reading this on a mobile device? Try our optimized mobile version here: <http://r.smartbrief.com/resp/dEmLCAbTzgexgTtEfDfGhsfCW/>

May 14, 2012

News for broadcast and electronic media leaders

**NAB SmartBrief**



E-mail this brief to a friend Sign up for this newsletter

Search past news ▶

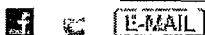
## Top Story

Sponsored by



### ■ **DISH's ad-skipping service draws barb from NBC exec**

DISH Network's announcement of a commercial-skipping service for delayed playback drew condemnation from NBC Broadcasting Chairman Ted Harbert, who called Auto Hop "an attack on our ecosystem." Auto Hop is part of DISH's PrimeTime Anytime feature for the four major networks. It automatically blacks out all commercials if the shows are viewed the following day or later. [Los Angeles Times/Company Town blog](#) (tiered subscription model) (5/13) Share:



On the Internet, page-loading delays can stop customers from buying. **Download our free report 3 Proven Ways to Boost Transactions with Web Acceleration** and learn how Limelight Network's front-end acceleration technology can improve Time to Actions.

## Business & Industry Report

Sponsored by



### ■ **Radio sees FM chip as extension of emergency role for public**

Radio has always gone to great lengths to serve its listeners in times of emergency and to ensure that no matter the circumstances, the equipment will work and its signal will reach audiences in need of critical news and information, according to this editorial. For this reason, the medium believes it's in the best interest of the community to team up with the wireless industry to include an FM chip in every handset. "We expect no real monetizable increase in listening through the cellphone chip. But we do want to be easily accessible to our listeners

5/16/2012

## Beasley Says Chips in Phones Is The Right Thing to Do



High ranking radio broadcasters have rallied around a single message when it comes to getting FM chips into the fastest growing consumer product on the market..the smartphone. NAB Radio Board Chair Caroline Beasley took that message a step further Tuesday when she said, "it seems like government has a responsibility to provide access to information in an efficient way and that would be putting chips in cell phones." Beasley made that statement while sitting on a panel with two FCC Commissioners, Robert McDowell and Mignon Clyburn (who Beasley is pictured with here). It was followed by a round of loud applause from the audience.

The objective of the radio industry is to get the chips in the phones so that if a cell tower did go down during an emergency, the icon on the phone representing local radio stations would still function on the phone. Not only that but the chip delivery means the stations are not running through an online app (a stream) therefore not using the dwindling data pipes, another sidebar selling point broadcasters are using. Most consumers, these days, do not leave the house without their phones. In fact, it seems, most people do not go anywhere without their cell phones. That scenario appears to be accelerating with the next generation. Teens text each other more than they talk to each other. They share and discover news about their friends through social media, typically on the cell phones.

The Monday announcement of a new HD chip that is smaller and cheaper seems to have given the radio folks some positive momentum. What remains to be seen is whether the carriers, especially AT&T and Verizon give a hoot. And, whether broadcasters can convince carriers to part with that real estate. Most likely, if the carriers believe they can make money from the chip, they will sign on. There are two other key questions about the chip. How many broadcasters really care enough to carry the water? Will those mom and pops delivering the hurricane coverage or the tornado coverage take the time to call their local Senator or Congressman? What else can they do or should they do? Do they even know what they should do? And, finally, does John Q. Public care? Maybe not until an emergency hits and the phone goes dead. And the TV goes dead. And the power goes off.

Beasley's statement about government responsibility was probably fueled by the fact that she had just finished handing out 10 Crystal Awards to radio stations all over the country (listed in the story below). The award recognizes the great work local radio stations do all over the country serving local communities. Nearly every station that took home a trophy said, "this is what we do, we serve our communities." The issue didn't seem to get much of a charge out of the two commissioners on the panel. Commissioner McDowell stated as "handsets evolve, consumers are demanding thinner and smaller. The real estate is quite a battlefield and there is a limited amount of space. Perhaps a little reading between the lines...this thing is being fueled by the radio industry, not the consumer.

Reading this on a mobile device? Try our optimized mobile version here: <http://r.smartbrief.com/resp/dEgzCAhTzgewBfiUfDfGhsfCmjik>

May 10, 2012

News for broadcast and electronic media leaders

NAB SmartBrief



☐ E-mail this brief to a friend ☐ Sign up for this newsletter

[Search past news](#) ▶

## Top Story

Sponsored by:



### ■ **Obama chooses soft venue for same-sex marriage advocacy**

President Barack Obama's decision to come off the fence on same-sex marriage was disclosed in an unusual way, in conversation with "Good Morning America" co-host Robin Roberts. The White House may have chosen Roberts because she was a "warmer, gauzier" presence than co-host George Stephanopoulos or others, observed Frank Sesno, a former CNN White House correspondent. "If you're the White House and you have to deal with something this white-hot, do you want to engage this as a news story or as conversation across the back of the fence?"

Sesno asked. [The Washington Post](#) (5/9) Share:



On the Internet, page-loading delays can stop customers from buying. **Download our free report 3 Proven Ways to Boost Transactions with Web Acceleration** and learn how Limelight Network's front-end acceleration technology can improve Time to Actions.

## Business & Industry Report

### ■ **Why FM radio chips are good for broadcasters, public, mobile carriers**

With research showing consumers want FM chips in their cellphones and a compelling argument for their inclusion as a public safety tool during emergencies, the radio industry "needs to keep pounding away" at this issue, according to longtime industry consultant Alan Burns. Mobile carriers also would benefit from the chips, which would help free up precious bandwidth, Burns says. [Radio Ink](#) (5/9) Share:

[Home](#) » [Broadcast News](#) » **Citizens want radio-receiving cell phones**

## **Citizens want radio-receiving cell phones**

By [Dave Seyler](#) on May, 8 2012 with [Comments 3](#)



The NAB was excited by a new Harris Interactive poll that showed support for terrestrial radio capability in cell phones is picking up. 81% would consider paying the small fee for a chip to make their phone radio-capable.

“The results of this survey demonstrate again a significant and growing demand for radio-capable cell phones in the U.S.,” said NAB Executive Vice President of Communications Dennis Wharton. “We’re hopeful that as demand for this capability becomes more apparent, wireless carriers will voluntarily offer this feature or activate radio chips already in their devices. Radio-enabled cellphones are a standard feature in much of Europe and Asia. From a public safety perspective alone, there is a strong case to be made for wireless carriers to also voluntarily activate radio chips in cellphones in the U.S.”

NAB used the occasion to recall the words of former FCC Michael Copps, who after a series of weather emergencies in 2011 commented, “We share a duty to think creatively about how we can arm consumers with additional ways to communicate during disasters...I think the time is here for a thorough, calm and reasoned discussion about FM chips in handsets.”

NAB highlighted several data points:

- \* Eighty-one percent of cell phone owners would consider paying a one-time only fee of 30 cents (the approximate cost of a microchip) to access local radio stations through a built-in radio chip, compared to 76 percent in 2010. For cell phone owners with children in the home, the number was 85 percent, up from 79 percent in 2010. The percentage of retirees who favor radio chips in cellphones rose to 76 percent from 66 percent in 2010.

- \* Local weather and music are the top two reasons survey participants would listen to their local stations on their cell phones.

\* Seven out of 10 cell phone owners, 69 percent compared to 73 percent in 2010, indicated that having a radio built into their cell phone, capable of providing local weather and emergency alerts in real-time, would be “very” or “somewhat” important. The number was higher – nearly eight out of 10 adults, 78 percent – for those with children in the home.

\* Three-quarters (76 percent) of U.S. adults, would use a radio built into their cell phone, up from 66 percent in 2010. Younger adults are even more likely to use such a feature. Eighty-six percent of 18-34 year olds, as well as 81 percent of single and never-married adults (up from 71 percent and 73 percent respectfully in 2010), indicated they would use a built-in radio to listen to local stations if their phone was equipped to do so without using mobile apps or their wireless provider’s data plan.

“Like in 2010, this survey again shows that a strong majority of American cell phone owners would use a radio built into their cell phone,” said Regina A. Corso, SVP Harris Poll, Harris Interactive. “Particularly in this day of ever-rising wireless data fees, four in five cell phone owners would pay a small one-time fee to access local radio programming.”

**RBR-TVBR observation:** There is a public interest angle to making radio-on-cell widely available, not to mention a spectrum-efficiency angle. The federal government should be encouraging this as best it can.

**Filed Under** Broadcast News Radio News

**Tags:** NAB

**About The Author:** Senior Editor Dave Seyler is closing in on 20 years with RBR-TVBR. He joined the company in 1992 after breaking into the broadcast trades with Broadcasting and Cable. He provides coverage of Washington, station transactions, general statistical reports and just about any other topic. He is learning to dodge hurricanes as the editor in residence at RBR-TVBR’s Outer Banks NC news bureau.



## The HOT List



**Clear Channel scores Boston FM**



# INSIDE RADIO

- [Job Listings](#)
- [Ratings](#)
- [Archive](#)
- [Contact](#)
- [Help](#)



## **Support for FM on cell phones grows.**

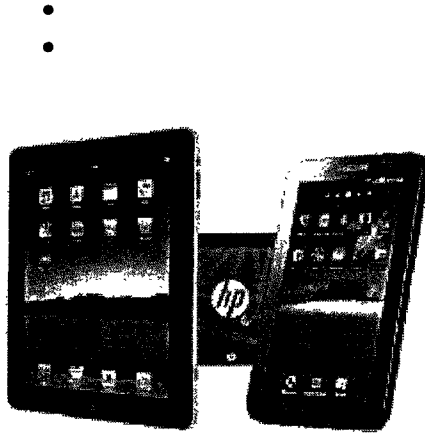
Four out of five (81%) Americans who own a cell phone would consider paying a small, one-time 30 cent fee to access local radio on a mobile phone. That's according to a new Harris Interactive survey commissioned by the National Association of Broadcasters. The cost is how much it's estimated to include the microchip on a mobile phone. Three-quarters (76%) of adults say they'd use the feature, up from 66% in 2010.

Local weather and music are the top two reasons survey participants would listen to their local stations on their cell phones. Seven out of 10 cell phone owners indicated that having a radio built into their cell phone, capable of providing local weather and emergency alerts in real-time, would be "very" or "somewhat" important. The number was higher – nearly eight out of 10 adults – for those with children in the home.

"The results of this survey demonstrate again a significant and growing demand for radio-capable cell phones in the U.S.," NAB EVP Dennis Wharton says. "We're hopeful that as

# Download This: How Radio Fans Use Mobile Devices

By [Dave Seyler](#) on Jun, 26 2012 with [Comments 0](#)



Young-skewing format fans love to download apps on their favored mobile platform the most, but all format fans do it. We have the click-by-click details based on comprehensive data from BIGinsight.

Overall, games are the most popular download, but there are 16 other categories measured by BIGinsight, going all the way down to downloaders who are seeking medical information. We kick off the study with a look at benchmark adult 18+ figures. Those identifying themselves as fans of a particular style of radio tend to download to a greater extent than the population as a whole.

There are also differences in how many fans download mobile applications, another good thing to know. The frequency of downloading ranges from 74.6% of the young Alternative audience to only 58.2% of the older Oldies audience. Not surprising – but maybe it is a surprise that as many as six in ten of the oldest-skewing format is participating in cutting edge technology offerings.

It goes to show that this is information that no radio station can afford to ignore.

Boilerplate: The number in parens after each format heading refers to the average age of the audience. The download apps percentage refers to how many in a particular audience download mobile apps. The specific percentages refer only to the downloader portion of the audience. For reference, we have placed the 18+ ranking in parens for easy reference as you make your way through the charts.

## **Adults 18+ (45.3)**

62.5% Download apps

The notable number for us is the 38.6% that download internet radio. We note for starters that almost all radio format groups exceed this level – Country is the lone exception – and some exceed it by a lot, particularly among younger-skewing formats. What it says to us is that the presence of an FM chip on mobile devices and compelling local content could pay off for broadcasters.

## **APPENDIX VI**

### **NAB TRADE PRESS RESPONSE TO SAUL LEVINE LETTER**

# ▪ **Mt. Wilson Owner Saul Levine Writes Stern Letter To NAB... Threatens To Withdraw Membership**

March 22, 2012 at 7:27 AM (PT)



- Saul Levine
- MT. WILSON BROADCASTERS/LOS ANGELES Owner/Pres. SAUL LEVINE has sent a letter to the NAB (NATIONAL ASSOCIATION OF BROADCASTERS), opposing their review on ownership rules, and their decision to petition the FCC to do away with rules against consolidation, and to allow entities such as BAIN CAPITAL/WALLSTREET.
- In the letter, LEVINE says that he will cancel his membership to the NAB unless they withdraw their comments, that he says 'only benefit WALL STREET.'
- LEVINE, one of the oldest independent owners in the country, also says that the NAB made their review without first doing a survey of NAB members, and that such new rule bending would essentially allow corporations to own virtually all of the radio stations in the U.S., making independent owners extinct.
- **NAB Hopes He Stays A Member**
- NAB EVP/Communications DENNIS WHARTON responded by telling ALL ACCESS, "We respect Mr. LEVINE's position and hope that he remains in membership. NAB's support for continued relief from restrictive broadcast ownership rules is the longstanding position of our Board of Directors, which includes many small and media market radio station operators."
- « see more Net News
- **MORE ABOUT:** [nab](#) | [radio](#) | [media](#) | [u.s](#) | [country](#) | [fcc](#) | [all access](#) | [bain capital/wallstreet](#) | [mt. wilson broadcasters/los angeles](#) | [dennis wharton](#) | [saul levine](#) | [wall street](#) | [national association of broadcasters](#) | [homes](#) | [insurance](#) | [ipad](#)